

Historic, Archive Document

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DAHLIAS

...SPRING 1917...



BRIGHTNESS

C. C. MORSE & CO.

125 Market Street San Francisco



The Dahlia at last occupies a position second to no other plant in our Western gardens. Owing to its free blooming habits, freedom from serious diseases, and the ease with which the few insects that attack it can be overcome, it is one of the most valuable plants for the home garden.

To successfully grow Dahlias they should not be planted before the 15th of April. Tubers should be planted in a slanting position with the eye or sprout about five inches below the surface and about three feet apart. Keep the soil well worked around the plants, apply a mulch of good manure, and give a little extra water as soon as buds appear. While we use every possible care in selecting our stock, we will not be responsible otherwise than where the plant is not true to label, and then only to the value of the original bulb.

Kindly notify us as soon as possible of any error.

Our customers will find the following list of Dahlias the cream of the Coast. Many new varieties, including a large consignment of imported stock, will be added to this list in our Fall Dahlia catalog, and will be exhibited at the 1917 Dahlia Shows.

CACTUS

Cactus. These sorts have long petals, sometimes coming in irregular shapes, putting one in mind of the Chrysanthemum flower. They are all very free in bloom and are very valuable for cutting, their many beautiful colors being very generally admired. For a small amount of labor we know of no flower that will give such returns.

Argonaut, orange.....	\$.25
Advance, light red, suffused yellow.....	.35
Aristed Goot, orange.....	.25
Ajax, orange.....	.35
Brisbane, red.....	.25
Beloit, purple garnet with crimson suffusion.....	.35
Bessie Palliser, yellow, shading to brown.....	.25
Britannia, salmon pink.....	.30
California, vivid scarlet.....	.35
Captain Curtis, fiery red.....	.35
Clincher, mauve.....	.35
Comet, silvery rose, speckled crimson.....	.30
Countess of Lonsdale, deep salmon pink.....	.30
Colonel Woolsey, white suffused pink.....	.35
Conquest, deep crimson.....	.50
C. E. Wilkins, pale salmon pink.....	.30
Chas. H. Curtis, red, incurved.....	.25
Dorothy, pale pink.....	.35
Dr. Roy Appleton, pink yellow center.....	.35
Dorothy Vernon, flesh shading to cameo.....	.30
Decorator, red, white tips.....	.25
Dreadnaught, deep crimson.....	.30
Empress, Tyrian rose.....	.50
Else Ellrick, pearl shading mauve.....	.30
Electric, yellow, white tips.....	.25
Etoile, rose pink.....	.25
Edith Carter, yellow shading to carmine.....	.35
Esther, pink.....	.35
Fred'k Wenham, fawn pink.....	.35
Flag of Truce, pure white.....	.30
Florrie Wells, rich lilac.....	.35
Good Hope, red, white tips.....	.25
Gwendolyn Tucker, pale pink white center.....	.35
Golden Gate, deep gold shading to amber; large.....	.50
Good Hope, dark red, tipped white.....	.30
Golden Eagle, fawn.....	.35
Golden Wave, yellow.....	.35
Gelber Prinz, bright yellow.....	.35

SEE MORSE'S SPECIAL OFFER ON PAGE 14

CACTUS VARIETIES—(Continued)

Helene, pink.....	\$.25
Herbert Raby.....	Fall 1917
Hilda Schoebridge, salmon.....	.30
Harbor Light, bronze.....	.25
High Sheriff, scarlet GP.....	.35
Innovation, scarlet tipped white.....	.30
Irresistible, yellow shaded rose.....	.35
Joan of Arc, pink, yellow center.....	.25
J. W. Bagge, scarlet orange.....	.30
John Riding, rich crimson.....	.35
Johannesberg, bright gold.....	.30
John Woolman, bright scarlet.....	.25
Jupiter, yellow and pink splashed crimson.....	.30
J. H. Jackson, maroon.....	.25
Kalif, pure scarlet.....	.35
Kingfisher, lilac GP.....	.35
King Cole, maroon.....	.50
Lace Maker, red, regularly tipped white.....	.35
Lady Dudley, rich rose red.....	.35
Lucifer, old gold.....	.30
Magpie, maroon, tipped white.....	.25
Margaret Bouchon, pink white center, attractive.....	.35
Mary Purrier, red.....	.35
Marston, pink and yellow.....	.25
Mauve Queen, delicate lavender.....	.35
Mercury, yellow thickly splashed with crimson.....	.35
Miss Stredwick, pink, large GP.....	.50
Mme. H. Meens, salmon pink, yellow center.....	.25
Mme. Oxnard, heliotrope shading.....	.35
Mme. Tetrzzini, tan, shading to deep terra cotta.....	.20
Mme. L. Guillot, scarlet with white tips.....	.25
Montrose, delicate pink.....	.35
Mrs. Douglas Fleming, white.....	.35
Mrs. Mawley, deep yellow.....	.30
Mrs. C. H. Breck, yellow with pink suffusion, GP.....	.50
Mrs. H. S. Brandt, yellow shading to brown.....	.35
Mrs. Stephens, yellow, suffused pink.....	.30

SPECIAL DAHLIA COLLECTION ON PAGE 13

CACTUS VARIETIES—(Continued)

Nibelungenhort, light pink.....	\$.50
Nerthus, carmine rose and orange25
Nisi Prius, scarlet35
Nantwich, bronzy yellow35
Olympic, crimson, large GP35
Oxnard, beautiful pink.....	.35
Pegasus, bright rose splashed crimson.....	.50
Pride of Essex, yellow.....	.25
Pierrot, deep amber tipped white75
Phenomine, salmon.....	.35
Pink Perle, pink.....	.25
Pat Connell, orange.....	.25
Ruby Grinsted, pale pink.....	.25
Ruth Forbes, lilac rose25
Rheinescher Frohsinn, white shading to carmine, GP.....	.75
Rheinescher Frohsinn.....	.75
Richard Box, straw yellow.....	.35
Red Admiral, red.....	.25
Semiramis, light lilac.....	.35
Sweet Briar, pink, large.....	.50
Saxonia, magenta.....	.25
Southern Belle, maroon, large35
Snowden, best white GP.....	.35
Torpille, rosy red.....	.35
The Imp, almost black.....	.35
Tokio, soft pink.....	.25
Una, yellow shading to pink.....	.25
White Ensign, white, incurved35
White Lady, white.....	.25
Wodan, salmon rose.....	.35
Wolfgang von Goethe, apricot with carmine suffusion.....	.35
Wm. Jowett, cardinal red.....	.30
Wm. Marshall, bronze yellow.....	.30

DWARF CACTUS

Gluchaut, orange with red suffusion35
Perkio, yellow.....	.35

DECORATIVE DAHLIAS

Decorative. These were originally classified as Cactus sorts, as the blooms resembled those of the Cactus plant, but as the previous type was developed this class was re-named Decorative.

Alice Roosevelt, lilac and white35
American Beauty, shade of American Beauty rose.....	\$.25
Beacon, rich orange.....	.30
Berch von Heemstedt, yellow50
Bronze Douzon, bronze35
Courie, pale pink, large35
Decorative, cerise, large.....	.50
Decorator, pink shaded white25
Delice, pink.....	.30
D. M. Moore, maroon.....	.25
Ethel, pink.....	.25
F. Grinsted, red.....	.35
Fata Morgana, lavender.....	.35
Fern Backman, orange.....	.25
Francis J. Butts, white flushed mauve, large50
Futurity.....	Fall 1917
Golden Girl, yellow, large50
Gold Dust.....	Fall 1917
Grand Manitou, purple.....	.25
Great Britain, mauve.....	.75
Hortulanus Fiet, salmon pink GP50
Hortulanus Witte, white.....	.35
Immense, white and deep rose, very attractive50
Imperator, pale pink.....	.35
Jeanne Charmet, lavender.....	.35
Leah Marie, yellow and brown.....	.50
Le Colosse, red.....	.35
Le Giant, red.....	.35
Le Grand Manitou, white striped and splashed with maroon..	.35
Mrs. Roosevelt, pink.....	.25
Mrs. Pope, pearly white shading to yellow	1.50
Mlle. Marguerite des Blanc, white.....	.35
Mlle. Helene Charvet, white.....	.25
Mme. Van den dael, pale pink.....	.30
Mina Burgle, red.....	.30
Mabel.....	Fall 1917
Mons Capron.....	Fall 1917
Mrs. Kettlewell, rich wine.....	.30
Mt. Hood	Fall 1917

FOR DOZEN RATES, PAGE 13

DECORATIVE DAHLIAS—(Continued)

Mattie Lee, orange, large	\$.35
Mrs. Estelle Saunders, pink, very good75
Masterpiece, yellow.....	.35
Mrs. C. B. Alexander, flesh pink.....	.25
Manitou, orange.....	.25
Mrs. Minnie Cornell, red tipped white, very attractive.....	.35
Mrs. C. R. Frary, heliotrope (new)75
Mrs. C. Turner, yellow.....	.25
Mme. Lumiere, white with cerise edges.....	.35
Orange Doazon, orange.....	.35
Progress, lilac red striped.....	.25
Perle de Lyon, white.....	.25
Perle de La Tete de'or, white.....	.30
Princess Juliana, white.....	.25
Pink Jewell, pink.....	.25
Perle d'or, orange, white tips.....	.15
Queen Mary, pink.....	.35
Raymond Chase, blush pink35
Riese von Stuttgart, magenta.....	.35
Sonne von Fellbach, yellow, large and good50
Sonoma girl, red.....	.25
Santa Cruz, yellow with pink suffusion.....	.35
Souv de Gustave Doazon, brick red.....	.30
Souv de Mme. Mareau, white shading to pink.....	.35
Tenor Alvarez, lilac red stripes, large35
The Denison, rose pink50
Weber Gem.....	Fall 1917
Winsome, pure white.....	.30
Winthrop Delamater, pale lavender.....	.35
Yellow Colosse, yellow.....	.30

PAEONY DAHLIAS

Paeony Flowered. This type of Dahlia has been received with a great deal of pleasure by the plant-loving community. They have large flowers with, as a rule, two rows of petals, somewhat ragged in appearance, producing their flowers in wonderful profusion, and for a long period.

GP - Green Plants

Attraction.....	Fall 1917
Andrew Carnegie, pink.....	\$.35
Art Smith, pink.....	.50
America, salmon, odd shade35
Bertile, pink and flesh GP.....	.50
Bertha von Suttner, pink.....	.35
Baronne de Grancy, white.....	.20
Berloiz, salmon.....	.35
Bianca.....	Fall 1917
Brightness, bright cerise, large50
Caroline Fuller.....	Fall 1917
Chatenay, salmon pink25
Codsall Gem, yellow to primrose.....	.30
Caesar, yellow GP.....	.35
Diana.....	Fall 1917
Doctor, yellow, shaded violet.....	.35
Duke Henry, red.....	.35
Democracy.....	Fall 1917
Della, pink.....	.35
Dr. Peary, dark red.....	.35
Dormouse, red, good.....	.50
Edith, lavender.....	.35
Electra, lavender.....	.35
Elsa, the best white.....	.35
Flavia, bright scarlet.....	.25
Florence Bernard, scarlet.....	.35
Frau-A-Galster, amber, tinted red.....	.30
Geisha, red and yellow.....	.35
Glory de Baarn, rosy pink.....	.30
H. J. Lovinc, white suffused lilac35
Holman Hunt, red, large35
Helen Mauser, pink.....	.35
Hampton Court, pink GP.....	.35
John Wanamaker, mauve pink.....	.35
Jan Olieslagers, yellow.....	.35
Jansen, salmon pink.....	.25
Jane Newhall, orange.....	.25
Kakadee, yellow and white.....	.35

OVER 400 VARIETIES DAHLIAS

PAEONY DAHLIAS—(Continued)

Lady Saville, red and yellow.....	\$.35
Ladysmith, violet rose.....	.30
Lady Helen, lavender, very large	1.00
La Riente, lavender.....	.20
Loveliness, pink.....	.25
Mathilda Barbara.....	Fall 1917
Meyerbeer, purple lined crimson	1.00
Morning Star.....	Fall 1917
Mrs. James Rolph, Jr.	Fall 1917
Mrs. Jack Caples.....	Fall 1918
Mrs. Mary Holmes.....	Fall 1918
Mrs. J. C. Vaughn, yellow, very large	1.00
Mrs. F. Jeffries, red.....	.25
Mafeking, fawn-suffused rose.....	.30
Mme. Merriot, white.....	.25
Mme. Vard	Fall 1917
Meyerbeer, purple (sold).....	1.00
Mme. Butterfly, pale pink.....	.25
Mrs. Brooke, reddish purple, large35
Mrs. Jessie Seal, pink, one of the best	1.50
Mildred, orange pink.....	.35
Norah Lindsay, flesh GP.....	.35
Olga, gold shaded bronze GP50
Old Gold Paeony, old gold75
Piux X, bright yellow.....	.30
Pink Paul Jones, pink and white.....	.35
P. W. Jansen, salmon GP.....	.50
Philadelphia, purple and white.....	.25
Paul Jones, cerise and white, very good35
Pete Hammarberg, red and yellow.....	.35
Pretoria, violet rose.....	.35
Phidius, pink on yellow.....	.50
Poinsetta, red.....	.35
Pinwheel, red and white, bordered maroon, very attractive....	.50
Queen Wilhemina, white.....	.30
Rembrandt, light pink.....	.35
Roem von Nijkerk, purple, very large and good35
Reversible, pink20
Seduction, pink, large GP50
Simplicity.....	Fall 1917
South Pole, white.....	.35
Sherlock Holmes, lilac.....	\$.35
Stella Maris, red with white tip.....	.30
Souv. de Franz Lizst, rosy pink, violet and white.....	.35

SPECIAL FREE OFFER, PAGE 14

PAEONY DAHLIAS—(Continued)

Tillie Hemmerberg, yellow and red.....	.35
Tan Spider, tan, very irregular and odd35
Turner, pink35
The Dove, pale yellow.....	.25
Topsy Turvy, red.....	.35
The Bride, white.....	.35
Virgie, maroon.....	.35
Vesta, pink and yellow.....	.25
Vater Rhein, pink and fawn.....	.25
Zeppelin, lavender.....	.35

SHOW DAHLIAS

Show. This is the original type of Dahlia; the blooms are large, globe-shaped, and most regular in form.

A. M. Burnie, dark orange ground to yellow.....	\$.30
Arthur Ocock, red.....	.25
Bayford, orange25
Bertha Bernstein.....	Fall 1917
Bessie Boston, red, large35
Black Diamond, best maroon.....	.25
Colonist, fawn.....	.30
Clara Seaton.....	Fall 1917
Claret Cup, purple.....	.30
Cuban Giant, deep red.....	.25
Dunedin, red, large35
Dorothy Peacock, yellow tipped pink.....	.20
Dreer's White, white.....	.25
Esmonde, yellow, good30
Golden West, yellow.....	.25
Grand Duke Alexis, white and lavender.....	.25
Gold Medal, yellow and red.....	.25
Grand Duchess Marie, orange, good25
Gloire of Lyons, white.....	.25
Gloire of Paris, purple.....	.25
Henrietta Scalabre, white.....	.25
Hon. Mrs. Wyndham, white tipped purple.....	.35
Improved Gold Medal, red and yellow (deep).....	.35
James Cocker, purple.....	.30
John Walker, white.....	.30
Kaiser Wilhelm, yellow and brown.....	.25
Lady Mildway, lavender, white shaded.....	.25
Lottie Eckford, white splashed red.....	\$.25
Lucy Fawcett, yellow splashed red.....	.35

MORSE'S: AT 125 MARKET STREET

SHOW DAHLIAS—(Continued)

Maude Adams.....	Fall 1917
Mrs. Langtry, yellow and cerise.....	.25
Mrs. Gladstone.....	Fall 1917
Mrs. J. C. Dowell, red.....	.25
Mr. Chamberlain.....	Fall 1917
Merlin.....	Fall 1917
Mme. Marika Anagnostaki, pale pink, very large.....	.50
Majorie, yellow and amber.....	.25
Mrs. C. Noyes, fawn.....	.25
Penelope, beautiful pink.....	.35
Pink Duke Alexis.....	.25
Rose, a deep rose, one of the best, GP.....	.50
San Francisco, pink.....	.35
Standard, chocolate tip yellow.....	.30
W. W. Rawson, white and lavender.....	.25
Warrior.....	Fall 1917
William Pemberton.....	Fall 1917
Yellow Duke Alexis.....	.25

COLLARETTE DAHLIAS

Collarette. Is a type of single Dahlia, which has produced a sensation wherever shown. The peculiarity of the type lies in the development of the four stamens into short rows at the base petals, which forms a frill or collar around the center.

Ami Nonin.....	Fall 1917
Aunt Dinah.....	Fall 1917
Baron Rothschild, GP.....	\$.25
Carl Bickstedt, red and yellow, yellow col.....	.25
Comet de Velet, pink, white col.....	.35
Crown Princess Charlotte.....	Fall 1917
Diadem, old rose, white col.....	.35
Diamont, purple, white col.....	.35
Esmeralda.....	Fall 1917
General-de-Sonis, red, yellow col.....	.25
Henri Farmon, red and yellow, yellow col.....	.25
Holyrood, ruby tipped gold.....	.30
Kimmerling.....	Fall 1917
Maurice Revoir, red, white col.....	.25
Mme. Capron.....	Fall 1917
Mon L. Ferard, purple, purple and white col.....	.35
Princess Louise, garnet, white col.....	.30
Queen Bess.....	Fall 1917
Souv. de Chabanne, yellow and red, yellow col.....	.35
Sherrymore, scarlet tipped gold.....	.30
Tuskar, rosy crimson, tipped rose and white.....	.30

DOZEN RATES, SEE PAGE 13

POMPON DAHLIAS

Small round double-quilled flowers of all shades. Very desirable for bouquets and baskets; also make beautiful and enduring corsage bouquets.

Pompon

Amber Queen, amber.....	\$.20
Arthur Kurley.....	Fall 1917
Adelaide, yellow edge, pink.....	.20
Alenvine, white and lavender.....	.20
Annie Doncaster, yellow and pink.....	.20
Admiration, red tipped white.....	.20
Belle of Springfield, red.....	.20
Bleutrochen, maroon and white20
Cicely.....	Fall 1917
Catherine, yellow.....	.20
Cheerfulness, yellow tipped red.....	.20
Darkness, deep red.....	.20
Darkest of All, deep maroon.....	.20
Ed Morick, white and orange.....	.20
Frau Dr. Emile Heinecke, pink.....	.20
Gretchen Heine, white and pink.....	.20
Girlie, lavender.....	.20
Gruss an Wein, old rose25
Gold Hanchen, yellow.....	.20
Helen Lambert, yellow.....	.20
Hubert, maroon20
Highland Mary, pink.....	.20
Ideal.....	Fall 1917
Jessica, yellow and brown.....	.20
Johnny.....	Fall 1917
Neatness, pale pink GP.....	.20
Primrose20
Phoebe, orange and yellow.....	.20
Perle des Canaries20
Pure Love, lavender.....	.20
Red Indian, red.....	.20
Sunny Daybreak, yellow, amber tips20
Sunset, orange35
Wee Gracie.....	Fall 1917
Verdi Flora, green.....	.20

AWARD FOR BEST TRADE DISPLAY OF DAHLIAS,
PALACE HOTEL, 1916

SINGLE VARIETIES

Single

Aries, white edged cerise.....	\$.20
Betty	Fall 1917
Carnival Queen, yellow and pink.....	.20
Coronata II, orange.....	.20
Crimson Prince, scarlet.....	.30
Eckford Century, white splashed red.....	.20
Lady Bountiful.....	Fall 1917
Mikado	Fall 1917
Mrs. Joynson Hicks.....	Fall 1917
Papago, red and yellow.....	.20
Peggy	Fall 1917
Princess of Wales.....	Fall 1917
Red Carnival Queen.....	.20
Snowdrop.....	Fall 1917
Union Jack, white edged red, GP.....	.35
Veronique, yellow, shaded scarlet.....	.30
Willie Fife	Fall 1917

25 Cent Tubers at \$2.50 Per Dozen

35 Cent Tubers at \$3.50 Per Dozen

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YOUR OWN CHOICE

MORSE'S SPECIAL DAHLIA COLLECTION, THE BEST COLLECTION OF TWELVE DAHLIAS EVER OFFERED TO THE PUBLIC FOR THE PRICE. OUR OWN SELECTION FOR \$5.00, POSTPAID UP TO 4TH ZONE.

MORSE'S HOME GARDEN COLLECTION. TWELVE CAREFULLY SELECTED VARIETIES FOR THE AMATEUR GARDEN. OUR OWN SELECTION \$4.00, POSTPAID UP TO 4TH ZONE.



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HYBRIDIZED DAHLIA SEED

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35c PER PACKET

POSTPAID

FULL DIRECTIONS WITH EACH PACKET

FREE

A PACKET OF THE ABOVE GIVEN WITH

EACH DAHLIA ORDER OVER \$ 2.00

IN VALUE

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ARE ALL TESTED SEEDS

GET THE BEST OUT OF
YOUR GARDEN BY
PLANTING THE BEST

DON'T FORGET THE NUMBER

125 MARKET ST. SAN FRANCISCO

PRIZES FOR DAHLIAS

AT EXHIBITIONS OF

CALIFORNIA DAHLIA GROWERS
ASSOCIATION

SEPTEMBER 3-4-5TH, 1917

CALIFORNIA DAHLIA SOCIETY

SEPTEMBER 21ST-22ND, 1917

FOR AMATEURS ONLY

C. C. MORSE & CO. OFFER FOR THE BEST DISPLAY OF
DAHLIAS, ANY VARIETIES, ANY SECTIONS, ON
A FLOOR SPACE 5 FEET BY 3 FEET AND
NOT TO EXCEED 4 FEET HIGH.

FIRST PRIZE . . . \$ 15.00

SECOND PRIZE . . \$ 10.00

